LISTINGS OF THE CLAIMS

1-10. (Cancelled)

11. (Currently amended): A method for verifying the authenticity of a coupon, the method comprising:

(a) providing, on or within the coupon, a first material having a lower starch content than ~~non-currency-grade-paper-forming~~ the coupon;

(b) applying a chemical to the coupon; and

(c) determining that the coupon is authentic by a color responsive to a contact of the chemical with the material,

wherein (c) comprises determining that the coupon is authentic when a light mark results <u>from an interaction between the first material and the chemical from (b);</u> ~~(b) and not authentic when a dark mark results from (b).~~

<u>wherein the chemical is operable to interact with a non-authentic paper, having a starch content similar to the coupon and not having the first material, to produce a dark mark.</u>

12. (Previously presented) The method of Claim 11 wherein (a) comprises coating the coupon with the first material.

13. (Original) The method of Claim 11 wherein (a) comprises patterning the first material on the coupon.

14. (Original) The method of Claim 11 wherein (b) comprises applying a chemical solution to at least the first material, the first material having a lower trace chemical residual content than non-currency grade paper.

15. (Original) The method of Claim 11 wherein (b) comprises marking on the coupon with a currency counterfeit detection pen.

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16.   (Original) The method of Claim 11 wherein (c) comprises comparing the color of an area marked in (b) with a predetermined standard whereby the area corresponds to a location of the first material and the area substantially maintains a color due to avoiding a reaction with a trace chemical residual in an authentic coupon and changes from an initial color to a darker coloration in a counterfeit coupon.

17.   (Cancelled)

18.   (Original) The method of Claim 11 wherein (a) comprises applying a coating having substantially no trace chemical residual on the coupon.

19.   (Original) The method of Claim 11 further comprising:

(d)   redeeming a value of the coupon to a retail store where a mark indicates application of (b) and the coupon is authentic as determined in (c); and

(e)   otherwise avoiding redemption of the value to the retail store.

20.   (Previously Presented) A method for manufacturing coupons that can be authenticated, the method comprising:

(a)   printing a coupon; and

(b)   adding a material substantially free of trace chemical residuals to the coupon, the coupon operative to react with a chemical such that the coupon changes color differently in response to contact with the printed coupon free of the added material than in response to contact with the printed coupon having the added material,

wherein a light color change indicates that the coupon is authentic and a dark color change indicates that the coupon is not authentic.

21.   (Original) The method of Claim 20 wherein (b) comprises coating the coupon with the material substantially free of starch.

22.   (Original) The method of Claim 21 wherein (b) comprises coating with the material in a pattern.

23.   (Original) The method of Claim 20 wherein (a) comprises one of sheet feed and web feed printing of the printed coupon on non-currency grade paper.

24.   (Original) The method of Claim 21 wherein (b) comprises coating the printed coupon with a flexo device.

25.   (Previously Presented) A method for verifying the authenticity of a coupon, the method comprising:

(a)   providing, on or within the coupon, a first material being substantially free of starch, the coupon having a higher starch content than the first material;

(b)   applying a chemical to the coupon, the first material being such that the chemical generates a light mark when the coupon is authentic and a dark mark when the coupon is not authentic; and

(c)   determining that the coupon is authentic by a color responsive to a contact of the chemical with the material,

wherein (c) comprises determining that the coupon is authentic when a light mark results from (b) and not authentic when a dark mark results from (b).